

IMPACT OF PUBLIC RELATIONS ON MUSIC AND DIGITAL STREAMING PLATFORMS IN NIGERIA

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Abstract

This paper examines the impact of public relations on the music industry and digital streaming platforms in the Nigerian digital economy. With the rise of digital technologies, the music industry has experienced significant transformations, particularly with the emergence of digital streaming platforms. Public relations play a crucial role in shaping and influencing the perception of music artists and streaming platforms among the Nigerian audience. This study utilizes a review of existing literature as the research method to gather insights and analyse the current understanding of the impact of public relations in the Nigerian music and digital streaming industry. The literature review highlights the evolution of public relations, emphasizing its importance in shaping the perception and reputation of the music industry. It also explores the impact of public relations on digital streaming platforms and the role it plays in enhancing artists' visibility, brand image, and fan engagement, leading to increased music consumption and revenue on streaming platforms. The literature underscores the contribution of public relations efforts in building trust and credibility in digital streaming platforms, thereby fostering user adoption and retention. The findings from this literature review provide valuable insights for music industry professionals, digital streaming platform operators, and public relations practitioners, emphasizing the need to invest in strategic public relations initiatives to navigate the Nigerian digital economy successfully. By understanding the impact of public relations, stakeholders in the music and digital streaming industry can shape their marketing and promotional strategies to effectively engage with the Nigerian audience and drive growth in the digital market.

Keywords: Public Relations, Music Industry, Digital Streaming Platforms, Nigeria

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1 Introduction

In recent times, Nigeria has witnessed the rise of digital streaming platforms and the success of musicians as a result of the growing impact of public relations, thus reaching their intended audience, and promoting their music. Musicians and record companies in Nigeria now manage their brand image through public relations, and this has resulted in a thriving and quickly expanding music market. Sinclair & Tinson (2017) reiterated that the music industry has changed significantly in the digital age, and the emergence of digital streaming services has had a major impact on how music is distributed and consumed. The implication of this is that musicians are now more visible online and heard than before, when they were only heard through music gadgets. Public relations (PR), which is the strategic management of interactions between an entity or individual and their intended audience, is essential to the music industry because it helps manage artists' brand images, communicates with fans, and promotes new music releases (Okafor & Okeke, 2020). Public relations has grown in significance, and it has assisted musicians in navigating the challenges of the digital streaming environment and developing a strong online presence (Adegoke, 2021). The predominant method that people in Nigeria consume music is now through digital streaming services like Boomplay, Apple Music, and Spotify, which have completely changed how people obtain and enjoy music. Artists now have additional ways to connect with fans, earn money from their music, and become more visible online (Sinclair & Tinson, 2017). It is now essential for musicians' success and the expansion of the Nigerian music industry to incorporate public relations techniques with these digital platforms (Okafor & Okeke, 2020).

The impact of public relations on music and digital streaming platforms in Nigeria is complex, though many authors (Abati, 2019; Olusegun, 2019; Okafor & Okeke, 2020; Adegoke, 2021; Ogundipe, 2022) have expressed in their writings about the benefits of public relations strategies in helping artists gain visibility on digital platforms, increase their fan base, and drive streams and downloads. There are problems in integrating PR into digital streaming platforms and the Nigerian music industry. This includes restricted resource availability, cultural disparities, and certain stakeholders' ignorance of the importance of public relations. For the Nigerian music business to continue

growing and succeeding, it is imperative that these issues be addressed and that the potential of public relations be investigated in relation to the sector and digital streaming platforms. Public relations can be very important to the success of digital streaming platforms because it helps music performers advertise their services and draw in new customers. Olusegun (2019) notes that the rise of social media and digital marketing has increased the significance of public relations in the Nigerian music industry. Public relations specialists are being used more and more by musicians and record companies to create and carry out social media strategies, interact with fans, and maintain their online reputations (Adegoke, 2021). This change has been most noticeable in the rise of digital streaming services, which are now Nigeria's main way to listen to music (Ogundipe, 2022). With the rise of this thriving and internationally renowned music scene, Nigeria's music business has undergone a remarkable transition, and Nigerian music, sometimes known as "Afrobeats," has become very popular both domestically and abroad, drawing a wide range of listeners and enhancing the cultural and economic fabric of the nation (Ogundipe, 2022).

The deliberate use of public relations has shaped the Nigerian music industry, which is known for its wide range of musical styles, the emergence of successful performers, and the growing influence of digital technology. To improve their clients' exposure and reputation, public relations specialists in the Nigerian music industry use a variety of strategies, including social media marketing, event planning, and media relations. With a dynamic and quickly changing music scene, Nigeria, the most populous country in Africa, has become a major player in the worldwide music industry (Abati, 2019). The interaction of these important ideas, public relations, music, streaming services on digital platforms, and the Nigerian setting is the focus of this study, which aims to explore the impact and implications of public relations on the music industry and digital streaming platforms in Nigeria. The study explores the strategies, challenges, and opportunities that exist in this dynamic landscape. This paper also advances knowledge of the relationship between public relations, music, and digital platforms in the African setting by examining the function of PR in the Nigerian music industry.

2 Impact of Public Relations on Digital Streaming Platforms in Nigeria

Public relations' significance in influencing the development and success of digital streaming platforms has grown in the dynamic Nigerian music industry (Okafor & Okeke, 2020). Public relations experts have modified their approaches to deal with the challenges of the internet world and take advantage of the potential these platforms offer as music consumption has moved from physical to digital versions (Adegoke, 2021). The strategic management and promotion of artist brands is one of the main ways that public relations has affected digital streaming platforms in Nigeria. PR professionals collaborate closely with artists to establish and manage a robust digital footprint, utilizing influencer partnerships, social media, and targeted advertising to increase visibility and interaction on streaming platforms. PR successfully captures the interest of Nigerian music fans by portraying artists as approachable and genuine individuals, which eventually results in more streams and downloads. Public relations has played a crucial role in facilitating the growth and adoption of digital streaming platforms in Nigeria (Sinclair & Tinson, 2017). PR professionals have worked with these platforms to develop comprehensive marketing campaigns, highlighting the convenience, accessibility, and value proposition of streaming services to Nigerian consumers. Through strategic media outreach, partnership collaborations, and user-centric content creation, PR has been instrumental in educating the Nigerian audience about the benefits of digital streaming, ultimately contributing to the surge in platform subscriptions and active user bases.

According to Okafor and Okeke (2020), public relations has become an essential instrument for managing the reputation and crisis communication of digital streaming platforms in Nigeria. PR specialists have been entrusted with resolving customer problems, overcoming regulatory obstacles, and upholding a positive brand image in an industry where user trust and perceptions can dramatically effect platform performance (Adegoke, 2021). Reputation management done this way has been essential to the survival and expansion of digital streaming services in the Nigerian industry. To fully realize the benefits of this mutually beneficial partnership, it will be imperative to tackle obstacles and modify public relations tactics to suit the ever-changing landscape of the Nigerian music industry and digital streaming services. The impact of public

relations on digital streaming platforms in Nigeria cannot be overstated. PR specialists have been instrumental in fostering the development and success of these platforms by utilizing strategic communication, brand management, and reputation-building strategies. This has eventually shaped how Nigerian music lovers listen to and interact with music in the digital era.

Research studies have shed light on the connection between public relations and the success of digital streaming platforms. For instance, a study by Onuoha and Ozioko (2019) explored the impact of public relations on the customer relationship management of music streaming platforms in Nigeria, highlighting the role of PR in customer acquisition and retention. Another study by Adegoke and Raji (2016) examined the influence of PR on the success of music streaming platforms in Nigeria, emphasizing the importance of building trust and credibility among stakeholders. The impact of public relations on digital streaming platforms in the Nigerian digital economy is significant. PR experts can influence the image, success, and reputation of these platforms by employing strategic communication techniques. In the end, this will spur growth and engagement in the Nigerian market with the goal of enhancing artists' visibility and brand image, embracing fan engagement, and encouraging higher music consumption and revenue generation on streaming platforms.

1 Enhancing artists' visibility and brand image

Public relations play a crucial role in enhancing artists' visibility and brand image on digital streaming platforms. PR professionals work on strategic campaigns to promote artists, their music, and other related content. By securing media coverage, curating playlists, and organizing digital events, they ensure that artists gain exposure to a wider audience (Rizwan, Butt, Bukhari, & Rehman, 2020). Successful PR strategies can help bring an artist's name to the forefront, establishing a strong brand image that resonates with the target audience.

2 Fan engagement and increased music consumption

Public relations efforts help facilitate fan engagement and increase music consumption on digital streaming platforms. PR professionals use social media and other online channels to interact with fans, share exclusive content, and create personalized experiences. By nurturing a close relationship with fans, artists and their PR teams can drive interest, generate buzz, and encourage fans

to actively consume their music on streaming platforms. PR campaigns can also leverage influential bloggers, influencers, and online communities to amplify awareness and create a sense of community, leading to increased music consumption (Schutt, 2017).

3 Revenue generation on streaming platforms

Effective public relations strategies contribute to revenue generation on digital streaming platforms. PR professionals work on influencing user behaviour by promoting new releases, creating hype around exclusive content, and generating media coverage. These efforts drive traffic and increase streaming numbers, ultimately contributing to revenue generation through royalties and advertising revenue on streaming platforms (Rizwan et al., 2020). Additionally, successful brand collaborations, sponsorships, and endorsements facilitated through PR initiatives can create additional revenue streams for artists. Public. PR professionals play a vital role in developing strategic campaigns and leveraging online platforms to connect artists with their target audience, resulting in increased visibility, fan engagement, and ultimately, financial success on streaming platforms.

3 Contribution of Public Relations Efforts in Building Trust and Credibility

The trust and credibility established by public relations (PR) initiatives have a significant impact on user uptake and retention on digital streaming platforms. Public relations specialists are essential in creating a favourable impression of the site and encouraging user trust. PR may facilitate user uptake and retention by skilfully conveying the features, advantages, and value proposition of the platform. PR experts can draw attention to the distinctive features of the streaming platform, like tailored suggestions, unique content, and user-friendly interfaces, through press releases, media appearances, and social media campaigns (Rizwan et al., 2020). PR campaigns help increase user adoption by drawing attention to these features and making potential users aware of the advantages of the platform.

PR initiatives help establish credibility through media coverage and endorsements. When reputable publications and influencers endorse a streaming platform, it enhances its credibility and reliability. PR professionals work to secure positive media coverage and arrange partnerships with

influencers, creating a perception of trustworthiness and legitimacy (Schutt, 2017). Users are more likely to adopt and continue using a streaming platform if it is endorsed by trusted sources. Besides, PR efforts facilitate user engagement and satisfaction, ultimately leading to higher retention rates. PR specialists promote a feeling of community and emotional bond between users and the platform through planning interactive digital events, creating customized playlists, and enlisting artists in promotional efforts (Rizwan et al., 2020). Positive user experiences are fostered by this involvement, increasing the likelihood that users will stick with the platform and refer others to it. On digital streaming platforms, musicians are drawn to and kept around by trust and credibility.

PR professionals work to cultivate positive relationships with artists, garnering their trust and encouraging them to release their music exclusively on the platform. By highlighting success stories, promoting artists' achievements, and showcasing the platform's commitment to supporting emerging talent, PR efforts enhance the platform's credibility as a desirable destination for artists (Schutt, 2017). PR efforts significantly contribute to user adoption and retention on digital streaming platforms by building trust and credibility. Through effective communication of the platform's features and benefits, securing endorsements, and fostering user engagement, PR professionals create a positive perception of the platform, making it more appealing to users. Furthermore, PR initiatives aimed at attracting and retaining artists also contribute to the overall credibility of the platform.

4 Methodology

This study utilizes a review of existing literature as the research method to gather insights and analyse the current understanding of the impact of public relations in the Nigerian music and digital streaming industry. In this case, the researchers have conducted a review of the existing literature to examine the impact of public relations on the music industry and digital streaming platforms in the Nigerian digital economy. The aspects covered in the literature review include: the evolution of public relations in the music industry and its importance in shaping perception and reputation; the impact of public relations on digital streaming platforms and its role in enhancing artists' visibility, brand image, and fan engagement, leading to increased music

consumption and revenue; the contribution of public relations efforts in building trust and credibility in digital streaming platforms, fostering user adoption and retention. By conducting a literature review, the researchers have gathered insights and analysed the current understanding of the topic without collecting primary data through methods like surveys, interviews, or experiments.

5 Findings

The literature review reveals several fundamental findings regarding the impact of public relations on music and digital streaming platforms in the Nigerian digital economy. The literature highlights the crucial role of public relations in shaping the success of musicians and digital streaming platforms in the Nigerian digital economy. According to Adegoke and Onwumehili (2016), PR serves as a vital tool for enhancing brand image and reputation, which are crucial for both artists and streaming platforms. Effective PR strategies help build a positive perception of artists' work and platforms among the target audience, leading to increased visibility and engagement.

The literature suggests that public relations can positively impact artists' careers by providing opportunities for media coverage and publicity. Oyeniyi and Njenga (2019) emphasize that media coverage generated through PR efforts can significantly contribute to the success of artists by creating awareness, enhancing credibility, and driving fan engagement. For instance, securing interviews, features, and positive reviews in prominent media outlets can expose artists to a broader audience and contribute to their popularity and marketability. In addition to artists, digital streaming platforms can also benefit from effective PR strategies. The literature reveals that public relations plays a crucial role in attracting and retaining users on these platforms. Adegoke (2018) explains that by creating compelling PR campaigns, streaming platforms can generate buzz around exclusive releases, curated playlists, and personalized recommendations. This, in turn, can attract more users and increase user engagement, resulting in higher revenues and market share.

Also, the literature suggests that PR efforts in the Nigerian digital economy need to account for the unique cultural and social contexts of the country. According to Abdullahi (2016), Nigeria's music industry is diverse,

with regional differences in music preferences. Public relations professionals should understand these nuances and develop tailored strategies that resonate with the target audience in each region. A study by Olusanya et al. (2018) emphasizes the role of PR in promoting artists' music and image. It highlights that effective PR strategies can help artists gain visibility and increase their fan base in the competitive music industry.

Another research article by Oreh, Onyekpe and Ojo (2019) sheds light on the importance of public relations in the success of digital streaming platforms in Nigeria. The study highlights that platforms investing in PR activities can enhance their brand reputation and attract more users. It also emphasizes the role of PR in fostering partnerships between platforms and artists, leading to mutual growth and profitability. The literature review demonstrates the significant impact of public relations on music and digital streaming platforms in the Nigerian digital economy. Effective PR strategies can enhance brand reputation, create media opportunities, attract users, and drive engagement. However, it is essential to consider the cultural and social contexts of Nigeria when developing PR campaigns for these industries.

Findings from existing research on the relevance and implications for music industry professionals, digital streaming platform operators, and public relations practitioners

The music industry, digital streaming platform operators, and public relations practitioners in Nigeria face unique challenges and opportunities. Some basic findings emerge from existing research on the relevance and implications for professionals working in these sectors.

1 Increase in music consumption: The proliferation of digital streaming platforms has led to a significant increase in music consumption in Nigeria. Research shows that Nigerians are increasingly using these platforms to discover and consume music, leading to higher revenue opportunities for music industry professionals (Oyeniya & Alubeze, 2019).

2 Revenue opportunities and monetization: Digital streaming platforms have provided new revenue streams for music industry professionals in Nigeria. Instead of relying solely on physical sales and performances, artists

can now earn income from streaming royalties. This has shifted the business models within the industry and requires professionals to adapt to this changing landscape (Adegbite, Osabutey and Akinnusi, 2020).

3 Challenges of piracy and royalties: Despite the growth of digital streaming platforms, piracy remains a significant challenge in Nigeria. Illegal downloading and sharing of music on various platforms limit the revenue potential for artists and other music industry professionals. Therefore, developing effective anti-piracy strategies and ensuring proper royalty payments are key concerns for professionals in the industry (Daramola & Asemah, 2019).

4 PR strategies for streaming platforms: Public relations practitioners play a crucial role in promoting digital streaming platforms and engaging with audiences. Research suggests that effective PR strategies should focus on creating compelling content, enhancing user experience, and building relationships with artists and their fans. Engaging social media influencers and leveraging local music trends can also help create organic growth for these platforms (Odunlade, Oyero, Oyesomi and Olorunyomi, 2020).

5 Localization and cultural promotion: streaming platforms have the potential to promote Nigerian music globally and preserve the country's cultural heritage. Music industry professionals and public relations practitioners should work together to curate playlists and promote diverse Nigerian music genres to a wider audience, thus increasing international recognition and revenue opportunities (Okoye & Cisse, 2018).

The research indicates that digital streaming platforms have transformed the music industry in Nigeria. Professionals in the music industry, including artists, managers, and label executives, need to adapt to this digital era to monetize their music effectively. Public relations practitioners can contribute by implementing appropriate strategies to promote streaming platforms and engage audiences, while preserving Nigeria's rich musical heritage.

6 Discussion

6.1 Importance of strategic Public Relations in the Nigerian digital economy

Public relations play a crucial role in the Nigerian digital economy, particularly in the music and digital streaming platforms sector. Strategic public relations help shape the image and reputation of music artists and digital streaming platforms, as well as enhance their relationships and interactions with various stakeholders in the industry. It enables them to effectively engage with their target audience and build trust among them. Public relations professionals in the Nigerian music industry use various communication channels, such as social media platforms, press releases, and interviews, to create a positive narrative and generate visibility for artists and streaming platforms. Public relations professionals can capture the interest of consumers and the media by telling captivating tales and emphasizing unique selling points, which will ultimately propel growth and success in the digital economy. In Nigeria's digital economy, effective PR also aids in crisis management and contingency planning. Public relations specialists are prepared to manage possible problems like copyright infringement, artist disputes, or unfavourable reviews as the sector grows more unstable and prone to sudden shifts. They may resolve these issues and safeguard the standing of streaming services and artists by communicating clearly, promptly, and effectively. Strategic public relations are of utmost importance in the Nigerian digital economy, as they facilitate the establishment of a positive brand image, enhance relationships with stakeholders, and manage crises in the music and digital streaming platforms industry.

6.2 Shaping marketing and promotional strategies to effectively engage with the Nigerian audience

The Nigerian public is broad and open to music and internet streaming services. The development of marketing and promotional tactics that successfully connect with this audience is made possible by strategic public relations. Through a focused strategy, public relations professionals take into account the distinct traits, inclinations, and actions of Nigerian customers. Understanding the cultural environment is crucial for developing marketing

and promotional strategies. The diverse musical tastes of Nigerians are influenced by their rich cultural heritage, which public relations specialists take advantage of to customize promotional efforts. Public relations professionals might talk about a Nigerian artist's ties to their culture in an interview, for instance, and explain how this affects the artist's music. As a result, there is a stronger bond between the performer and the crowd, which boosts engagement and loyalty.

Digital streaming platforms can utilize public relations to engage with Nigerian consumers through collaborations and partnerships with local artists or influencers. By forging relationships with prominent figures in Nigerian music, streaming platforms can tap into their existing fan bases, effectively reaching and engaging with wider audiences. Public relations practitioners play a crucial role in facilitating these collaborations and negotiating favourable terms for both the artists and the platforms. They utilize data and analytics to understand Nigerian consumers' preferences, music consumption patterns, and trends. This information helps tailor marketing and promotional strategies to align with the interests of the target audience. For instance, if data reveals a rising interest in a specific music genre among Nigerians, public relations practitioners can design campaigns and promotions centered around that genre. Shaping marketing and promotional strategies to effectively engage with the Nigerian audience requires a strategic and culturally sensitive approach. Public relations professionals play an essential role in understanding Nigerian consumers' preferences, leveraging cultural context, forging collaborations with local artists, and utilizing data and analytics to create successful marketing campaigns.

6.3 Driving growth in the digital market

Strategic public relations play a critical part in propelling the substantial expansion of the Nigerian digital sector, which includes music and digital streaming services. Public relations experts use a variety of strategies to raise awareness, draw in new customers, and hold on to current ones. Media relations is one of the main ways PR promotes growth in the digital market. They cultivate tactical alliances with companies or occasions that complement the principles and intended consumer base of musicians and online streaming services. Artists can reach new audiences through these agreements, while

platforms can draw people interested in those events or businesses. This mutually beneficial partnership broadens the audience and user base, which eventually propels the expansion of the digital market.

7 Conclusion

In order to create and carry out effective public relations efforts, specialists in the music industry, operators of digital streaming platforms, and public relations practitioners must collaborate as Nigeria's digital economy develops. Stakeholders can create efficient marketing and promotional strategies to engage Nigerian consumers and propel growth in the digital music market by comprehending the impact of public relations. The knowledge gained from this assessment of the literature provides a basis for future investigations into the subtleties of public relations in the Nigerian music and digital streaming sectors. More useful insights for professionals in the field could come from empirical research on the particular strategies, difficulties, and best practices of public relations in this area. The Nigerian music business and digital streaming platforms can be elevated and positioned for long-term success in the dynamic digital economy through the strategic use of public relations.

8 Recommendations

The researchers provide the following recommendations for stakeholders in Nigeria's music and digital streaming sectors, based on the literature research and the observations presented:

1. A calculated expenditure on public relations: The results highlight how important strategic PR is for managing relationships, building brands, and navigating Nigeria's rapidly evolving digital economy. Industry participants ought to commit funds and work with public relations experts who can successfully carry out focused campaigns to attract the attention of Nigerians.
2. Adopting cultural sensitivity: Research emphasizes how critical it is to comprehend Nigerian culture and adjust marketing and advertising plans appropriately. By highlighting the artists' cultural inspirations and introducing locally relevant content that appeals to the Nigerian market, stakeholders should make an effort to establish a connection with the audience.

3. Encouraging strategic partnerships and collaborations: According to the analysis, digital streaming platforms can increase their reach and tap into their current fan bases by investigating partnerships and collaborations with prominent local musicians. These win-win partnerships have the potential to draw in new consumers and cultivate a sense of loyalty among current ones.

4. Making the most of data and analytics: Research has shown how important it is to use data and analytics to comprehend customer preferences, patterns of music consumption, and new trends in the Nigerian industry. In order to improve user engagement and retention on digital streaming platforms, stakeholders should take a data-driven approach when creating tailored marketing campaigns and promotions that suit the interests and habits of the Nigerian audience.

Stakeholders in the Nigerian music and digital streaming industries may better navigate the changing terrain, engage the audience, and propel growth in the digital market by putting these recommendations into practice. They are based on the insights gleaned from the literature review.

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